equipping writers
Margot Starbuck
serving readers

Publishers make publishing decisions based on 3 criteria:

Publishers make publishing decisions based on 3 criteria:

1. Books that have a strong book concept

Publishers make publishing decisions based on 3 criteria:

1. Books that have a strong book concept
2. Books that are attached to a large platform

Publishers make publishing decisions based on 3 criteria:

ChadAllen.com #bookguru

1. Books that have a strong book concept
2. Books that are attached to a large platform
3. Books that are well written

The proposal's job
is to earn and keep
the reader's attention.

LATEST SPECIAL

London Herald

FULL REPORTS

TITANIC SINKS

Great loss of life

World's Greatest Liner Strikes Iceberg

Titanic – The Tragic Story

AT HOT DATA WANTED

Mackintosh's

'Toffee de Luxe'

TITANIC
DISASTER
GREAT LOSS
OF LIFE
EVENING NEWS

TITANIC
DISASTER
'GREAT LOSS
OF LIFE
EVENING NEWS

A winning proposal makes it impossible for the reader to stop reading.

CONCEPT PLATFORM WRITING

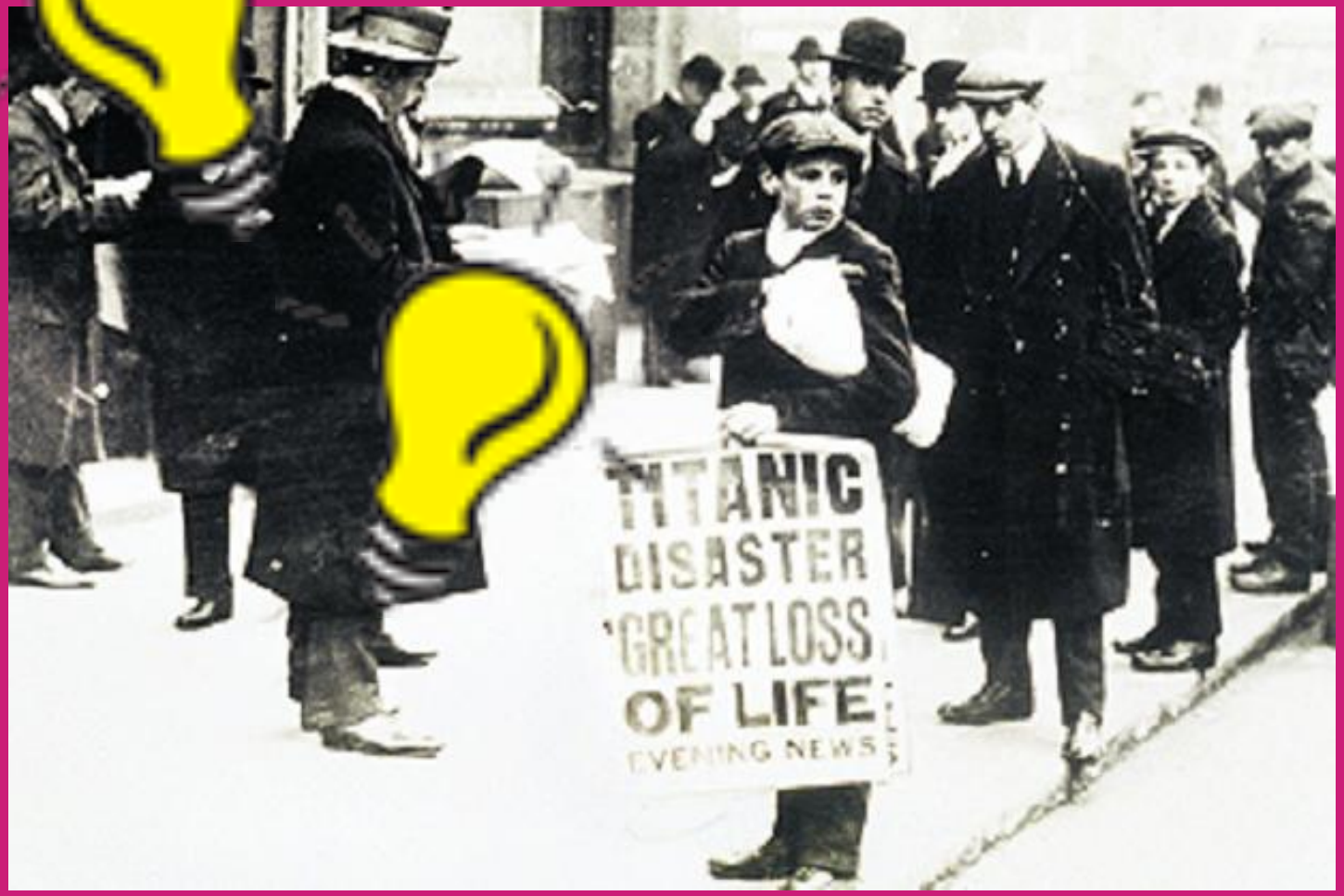
CONCEPT

Goldilocks Situation

Too little

Too much

Just right


TITANIC
DISASTER
GREAT LOSS
OF LIFE
EVENING NEWS

SLANT // LETTER

AN EDITOR'S ANGLE ON FINDING YOURS

equipping writers **Margot Starbuck** serving readers

SLANT // LETTER

AN EDITOR'S ANGLE ON FINDING YOURS

"An angle is simply this: it's a fresh frame for timeless truth. It's creative, unexpected, a pinch provocative, and able to power up vital conversations people are compelled to join. It's the signature of great writing. And it makes all the difference in standing out beyond overdone, underdeveloped, dime-a-dozen concepts."

-Stephanie Smith

www.slantletter.com

TITLING

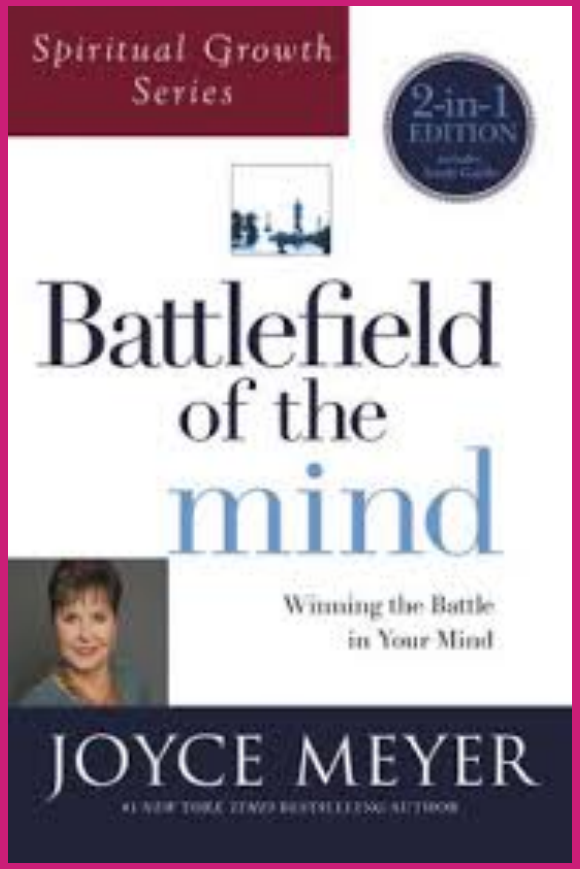
Title: communicates **PREMISE**

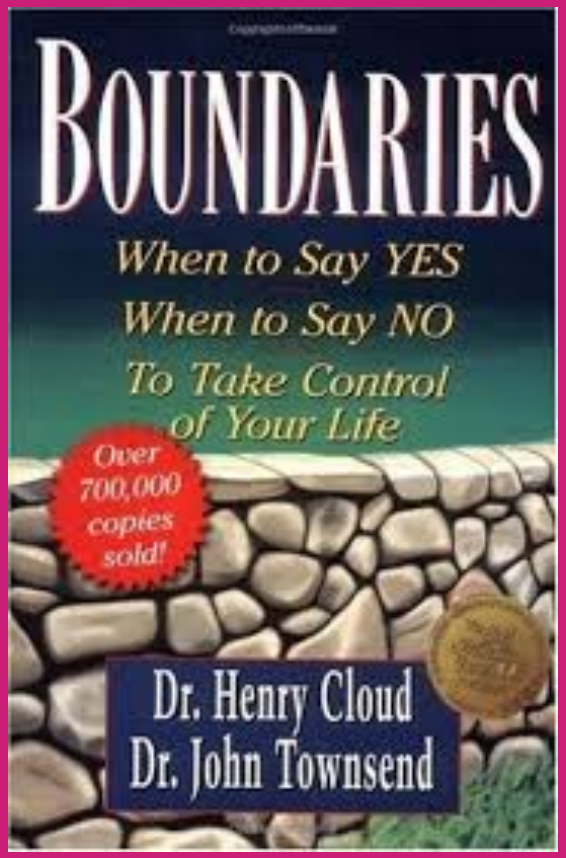
Subtitle: communicates **PROMISE**

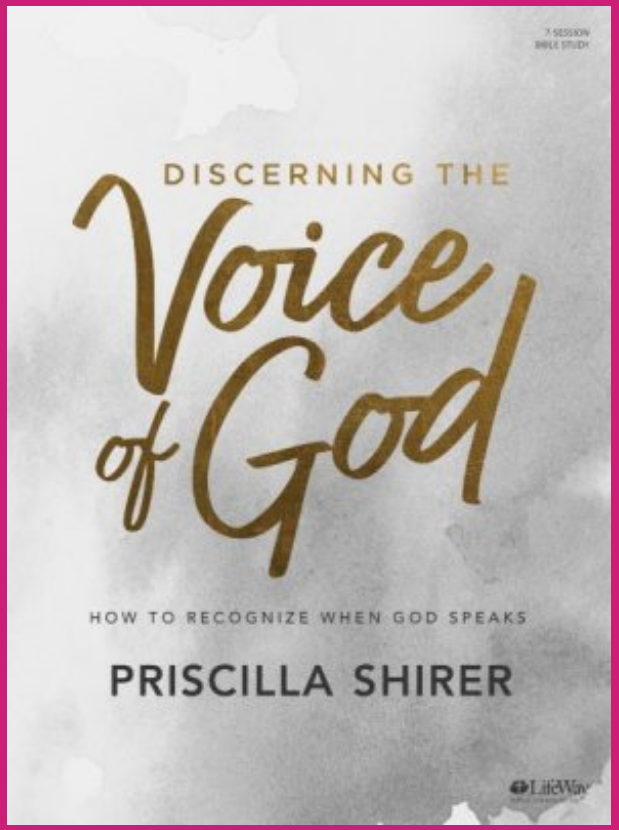
TITLING

Title: communicates **PREMISE**

Subtitle: communicates **PROMISE**







1

PLATFORM

Your platform
is how
you're already
reaching readers.

PLATFORM
GET NOTICED
IN A NOISY WORLD
A STEP-BY-STEP GUIDE FOR ANYONE
WITH SOMETHING TO SAY OR SELL
MICHAEL HYATT
NEW YORK TIMES BEST-SELLING AUTHOR
PLATFORM
MICHAEL HYATT

Find ways to build your platform that are life-giving for you, not death-dealing.

2

WRITING

The kind of valuable, engaging writing publishers are looking for…

The kind of valuable, engaging writing publishers are looking for…

1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.

The kind of valuable, engaging writing publishers are looking for…

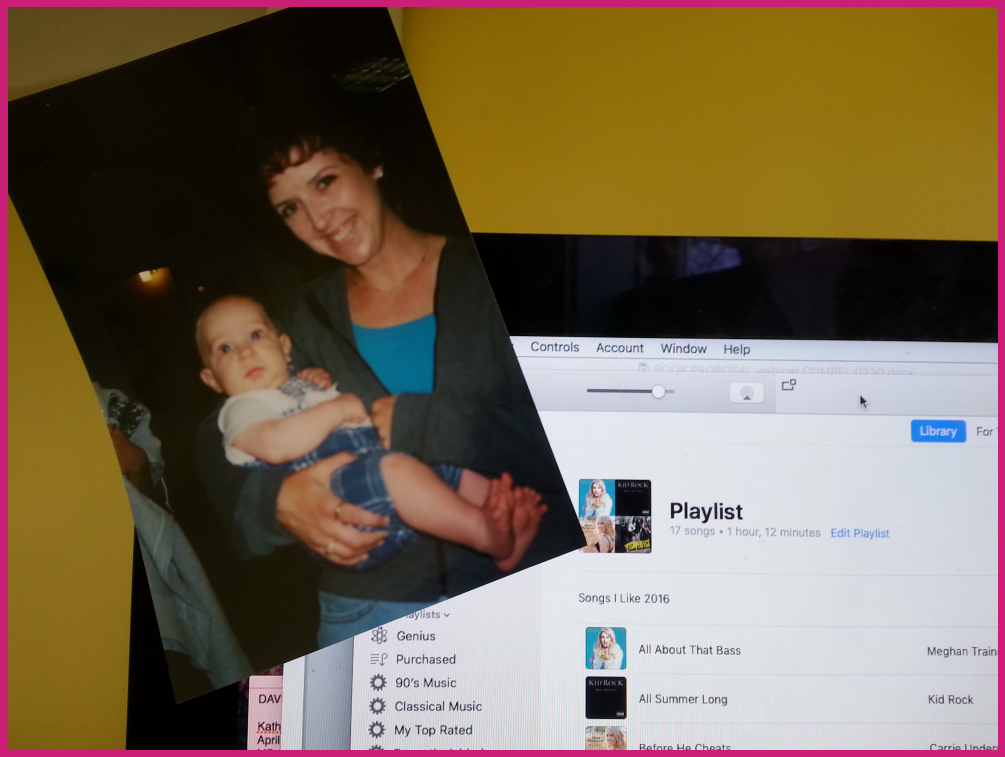
1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.

The kind of valuable, engaging writing publishers are looking for…

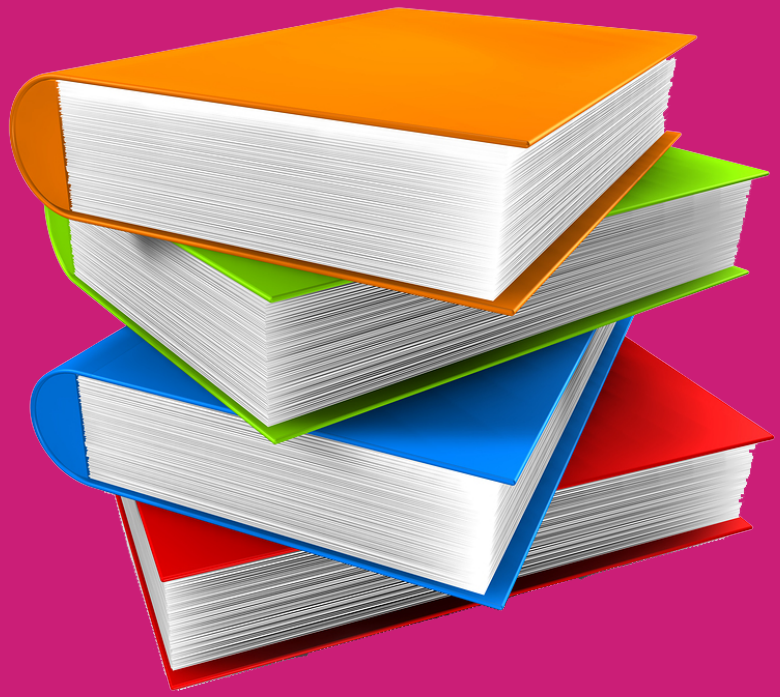
1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.
3. **WRITING THAT MEETS READER'S NEED:** The writing meets the reader's felt need, by speaking into her particular circumstance, and fuels conversations she's already having.

1. Corporate: “They are…”

2. Singular: “She is…”


Controls Account Window Help
Library
Playlist
17 songs • 1 hour, 12 minutes Edit Playlist
Songs I Like 2016
Genius
Purchased
90's Music
Classical Music
My Top Rated
All About That Bass
All Summer Long
Kid Rock

"If you write a book for everyone, you end up writing a book for no one. But if you write a book for someone, you end up writing a book for everyone."



The kind of valuable, engaging writing publishers are looking for…

1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.
3. **WRITING THAT MEETS READER'S NEED:** The writing meets the reader's felt need, by speaking into her particular circumstance, and fuels conversations she's already having.
4. **PRACTICAL APPLICATION:** The reader knows how to apply what she's learning to her life. She believes she can live differently and now has a practical plan to get there.

The kind of valuable, engaging writing publishers are looking for…

1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.
3. **WRITING THAT MEETS READER'S NEED:** The writing meets the reader's felt need, by speaking into her particular circumstance, and fuels conversations she's already having.
4. **PRACTICAL APPLICATION:** The reader knows how to apply what she's learning to her life. She believes she can live differently and now has a practical plan to get there.
5. **AUTHOR'S VULNERABILITY:** The writer shares *herself* so that the reader has the opportunity to know her.

The kind of valuable, engaging writing publishers are looking for…

1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.
3. **WRITING THAT MEETS READER'S NEED:** The writing meets the reader's felt need, by speaking into her particular circumstance, and fuels conversations she's already having.
4. **PRACTICAL APPLICATION:** The reader knows how to apply what she's learning to her life. She believes she can live differently and now has a practical plan to get there.
5. **AUTHOR'S VULNERABILITY:** The writer shares *herself* so that the reader has the opportunity to know her.
6. **COMPELLING STORY-TELLING:** The stories are so rich and well-told that the reader can't put the book down. Author "shows" instead of "tells."

The kind of valuable, engaging writing publishers are looking for…

1. **A CLEAR PREMISE:** The single driving premise of the book is clearly knit throughout the book.
2. **STRONG ORGANIZATION:** Each chapter says one thing, and the reader can identify what that one thing is.
3. **WRITING THAT MEETS READER'S NEED:** The writing meets the reader's felt need, by speaking into her particular circumstance, and fuels conversations she's already having.
4. **PRACTICAL APPLICATION:** The reader knows how to apply what she's gleaning to her life. She believes she can live differently and now has a practical plan to get there.
5. **AUTHOR'S VULNERABILITY:** The writer shares *herself* so that the reader has the opportunity to know her.
6. **COMPELLING STORY-TELLING:** The stories are so rich and well-told that the reader can't put the book down. Author "shows" instead of "tells."
7. **A MESSAGE THAT SPREADS:** When reader finishes, she wants to tell her friends about it over coffee, and on social media, and by buying them the book!

3

Overdone uncreative concept

Overdone uncreative concept

Absence of platform

Overdone uncreative concept

Absence of platform

Writing that doesn't serve the reader well

FREE: Bonus Roadblock!

FREE: Bonus Roadblock!

TELLING, and not SHOWING

FREE: Bonus Roadblock!

- Email
- Cover letter
- Proposal
- Sample Chapters

- Show an example
- Offer dialogue
- Tell a story
- Provide stats
- Illustrate results
- Flesh out application
- Reveal how readers' needs are being met

CONCEPT PLATFORM WRITING